

OB

Screen Interview No. _____

Job No. 861 February, 1956 Number _____ Place _____

FOR PINK AND BLUE QUESTIONNAIRES ONLY:

CROSS-SECTION _____ 10-1

OVERSAMPLE _____ 2

4. How long ago did you first start to smoke filter tips regularly?

Less than 3 mos. _____ 11-1

3 mos. — less than 9 mos. _____ 2

9 mos. — less than 1½ yrs. _____ 3

1½ yrs. — less than 2½ yrs. _____ 4

2½ yrs. — less than 3½ yrs. _____ 5

3½ yrs. or more _____ 6

Don't know _____ 7

5. Why did you first start to smoke filter tips regularly?

12-

13-

Don't know _____ 13-Y

6. What brand of non-filter-tip cigarettes were you smoking before you first started to smoke filter tips regularly?

Always smoked filters (vol.) _____ 14-1

Camels _____ 2

Chesterfield:

Regular _____ 3

King _____ 4

Herbert Tareyton _____ 5

Kool _____ 6

Lucky Strike _____ 7

Old Gold:

Regular _____ 8

King _____ 9

Pall Mall _____ 15-1

Philip Morris:

Regular _____ 2

King _____ 3

Spud _____ 4

Other regular _____ 5

Other king _____ 6

No regular brand _____ 7

Don't know _____ 8

1001751896

7a. Here is a card with a list of brands on it. (HAND RESPONDENT WHITE CARD) Are there any brands on that list you have never heard of?

	7a.	7b.	8a.	9a.	10a.	11a.	12a.	13a.	
	Never heard of	Never tried	Brand started on	First switch	Second switch	Present	Have smoked regularly	Tried but never smoked regularly	Don't know
Commander	16-1	18-1	20-1	22-1	24-1	26-1	28-1	2	3
Du Maurier	2	2	2	2	2	2	4	5	6
Encore	3	3	3	3	3	3	7	8	9
Herbert Tareyton (filter)	4	4	4	4	4	4	0	X	Y
Kent	5	5	5	5	5	5	29-1	2	3
Kool	6	6	6	6	6	6	4	5	6
L & M	7	7	7	7	7	7	7	8	9
Marlboro (filter)	8	8	8	8	8	8	0	X	Y
Old Gold (filter)	17-1	19-1	21-1	23-1	25-1	27-1	30-1	2	3
Parliament	2	2	2	2	2	2	4	5	6
Spud	3	3	3	3	3	3	7	8	9
Viceroy	4	4	4	4	4	4	0	X	Y
Winston	5	5	5	5	5	5	31-1	2	3
Other filter	XXX	XXX	6	6	6	6	4	5	6
No regular brand	XXX	XXX	(Skip 7 to 11)	7	7	7	XXX	XXX	XXX
Still smoking brand	XXX	XXX	XXX	(Skip 8 to 12)	(Skip 8 to 11c)	(Skip 8 to 11c)	XXX	XXX	XXX
Non-filter brand	XXX	XXX	XXX	9	9	XXX	XXX	XXX	XXX
Don't know	XXX	XXX	(Skip 0 to 9a)	(Skip 0 to 10a)	0	0	XXX	XXX	XXX

7b. (Of those you have heard of) Which of the brands on the list have you never tried—(by never tried, I mean never smoked as much as a pack of them) (RECORD ABOVE IN 7b COLUMN)

IF RECORDED IN 7b ASK FOR PARLIAMENT, MARLBORO AND ONE OTHER X'd BRAND (IF ANY)

c. Is there any particular reason why you have never tried (Marlboro, Parliament, others)?

Marlboro:

34-

35-

None or don't know 35-Y

Parliaments:

32-

33-

None or don't know 33-Y

Others:

36-

37-

None or don't know 37-Y

8a. What was the first filter-tip brand you smoked regularly? (RECORD ABOVE IN 8a, COLUMN)

b. Why did you choose (brand in 8a) as your regular brand?

38-

39-

Don't know 39-Y

9a. What brand did you switch to when you stopped smoking (brand in 8a)? (RECORD ABOVE IN 9a, COLUMN)

b. Why did you switch from (brand in 8a) to (brand in 9a)?

40-

41-

Don't know 41-Y

1001751897

10a. What brand did you switch to when you stopped smoking (brand in 9a)? (RECORD AT LEFT IN 10a. COLUMN)

b. Why did you switch from (brand in 9a) to (brand in 10a)?

42-

43-

Don't know 43-Y

11a. And your present brand is _____ is that right? (RECORD AT LEFT IN 11a. COLUMN)

b. Why did you switch to that brand from your previous brand?

44-

45-

Don't know 45-Y

c. How long have you been smoking your present brand?

Less than 3 mos. 46-1

3 mos.—less than 9 mos. 2

9 mos.—less than 1½ yrs. 3

1½ yrs.—less than 2½ yrs. 4

2½ yrs.—less than 3½ yrs. 5

3½ yrs.—or over 6

Don't know 7

12. Are there any other things you particularly like about your present brand that you have not mentioned?

47-

48-

Don't know 48-Y

CHECK RECORDING BLANK AND ASK FOR ALL BRANDS NOT MENTIONED EVER IN QUES. 7-11.

13a. That leaves (brands) as ones you have tried but never smoked as a regular brand—is that correct? (RECORD AT LEFT IN 13a. COLUMN)

IF RECORDED IN 13a "TRIED BUT NEVER SMOKED"—ASK FOR PARLIAMENTS, MARLBOROS AND ONE OTHER X'd BRAND, IF ANY

13b. Why didn't you ever smoke (Marlboro, Parliaments, other) as your regular brand?

Marlboro:

51-

52-

Don't know 52-Y

Parliaments:

49-

50-

Don't know 50-Y

Other:

53-

54-

Don't know 54-Y

ASK EVERYONE

14a. If you couldn't get your regular brand, what brand would you buy as a second choice?

	a. 2nd choice	b. Would not buy
Du Maurier	55-1	57-1
Encore	2	2
Herb. Tareyton (filter)	3	3
Kent	4	4
L & M	5	5
Marlboro	6	6
Old Gold (filter)	7	7
Parliament	8	8
Regent	56-1	58-1
Sano (filter)	2	2
Viceroy	3	3
Vogue	4	4
Winston	5	5
Other filter	6	6
Any filter	7	XXX
Go back to non-filter:		
Regular size	8	XXX
King size	9	XXX
Either		
regular or king	0	XXX
None	X	X (Skip
Don't know	Y	Y) to 15)

b. Is there any particular filter brand that you would not buy? (If "yes") What brand? (RECORD ABOVE)

c. Why wouldn't you buy that brand? Any other reasons?

59-

60-

Don't know 60-Y

1001751898

15. Here is a card with a list of words and phrases. (HAND RESPONDENT YELLOW CARD) Which of these words and phrases would you use to describe (Kents, etc.)? Any others? Which of the words and phrases on the card would you use to describe (L & M, etc.)? (ROTATE ORDER OF BRANDS ASKED)

	Marlboro	Parliament	Kents	L & M
1. Tastes like a real cigarette	11-1	14-1	17-1	20-1
2. Man's cigarette	2	2	2	2
3. The cleanest smoke	3	3	3	3
4. High class	4	4	4	4
5. Snobbish	5	5	5	5
6. Poorly made	6	6	6	6
7. Too expensive	7	7	7	7
8. Good value for money	8	8	8	8
9. Hard to draw on	9	9	9	9
10. Good flavor	0	0	0	0
11. Not enough taste	12-1	15-1	18-1	21-1
12. More attractive tip	2	2	2	2
13. Too strong	3	3	3	3
14. Superior quality	4	4	4	4
15. Odd or peculiar taste	5	5	5	5
16. Mild	6	6	6	6
17. Up-to-date	7	7	7	7
18. Distinctive	8	8	8	8
19. Satisfying	9	9	9	9
20. Easy to draw on	0	0	0	0
21. Popular with women	13-1	16-1	19-1	22-1
22. For me	2	2	2	2
23. Not for me	3	3	3	3
None or don't know	4	4	4	4

16. Imagine for a minute that you were going to buy a pack of filter-tip cigarettes for (a housewife, etc.)—a pack of the brand he would most likely smoke. Which of the brands listed on this card. (HAND RESPONDENT PINK CARD) would you buy for (a housewife, etc.) (even if you don't actually know one)?

	Housewife	Englishman	Glamorous movie actress	Male college student
Du Maurier	23-1	24-1	25-1	26-1
Encore	2	2	2	2
Herbert Tareyton (filter)	3	3	3	3
Kent	4	4	4	4
L & M	5	5	5	5
Marlboro	6	6	6	6
Old Gold (filter)	7	7	7	7
Parliament	8	8	8	8
Viceroy	9	9	9	9
Winston	0	0	0	0
Wouldn't use filter (vol.)	X	X	X	X
Don't know	Y	Y	Y	Y

17. From what you know of the various brands, which of these brands of filter tips would you say has the (best taste, etc.)? (HAND RESPONDENT PINK CARD)

	Best taste	Worst taste	Best looking package	Worst looking package	Best type of package	Worst type of package	Most effective filter	Least effective filter
Du Maurier	27-1	28-1	29-1	30-1	31-1	32-1	33-1	34-1
Encore	2	2	2	2	2	2	2	2
Herbert Tareyton (filter)	3	3	3	3	3	3	3	3
Kent	4	4	4	4	4	4	4	4
L & M	5	5	5	5	5	5	5	5
Marlboro	6	6	6	6	6	6	6	6
Old Gold (filter)	7	7	7	7	7	7	7	7
Parliament	8	8	8	8	8	8	8	8
Viceroy	9	9	9	9	9	9	9	9
Winston	0	0	0	0	0	0	0	0
Don't know	X	X	X	X	X	X	X	X

1001751899

18a. When you go to buy your regular brand of filter tips, do you find that:

You never have any trouble finding a store that carries them.....35-1

OR

A few stores don't carry them, but most stores do.....2

OR

While many stores do carry them, a lot of stores don't.....3

OR

Only a few stores carry your regular brand.....4

Don't know.....5

b. Did you buy any filter tip cigarettes yesterday (Saturday) either for yourself or someone else?

Yes.....36-1 (Ask c)

No.....2 (Skip to 19)

Don't know.....3

c. How many did you buy?

By the pack

By the carton

1 pack.....37-1 1 carton.....5

2 packs.....2 2 cartons.....6

3 - 9 packs.....3 3 or more cartons.....7

10 or more packs (not carton).....4 Don't know.....8

d. Where did you buy them?

Drugstore.....38-1 Vending machine.....4

News-cigar stand or store.....2 Other.....5

Grocery store or supermarket.....3 Don't know.....6

19a. To your knowledge, is the price of some filter tip brands higher than others, or do they all cost the same amount?

Some prices higher than others.....39-1 (Ask b)

All the same.....2 (Skip to 20)

Don't know.....3

19b. Which filter tip brands would you say are the higher-priced brands?

	b. Higher priced	c. Good buy for money	Not a good buy	Don't know
Du Maurier.....	40-1	42-1	2	3
Encore.....	2	42-4	5	6
Herbert Tareyton (filter).....	3	42-7	8	9
Kent.....	4	42-0	X	Y
L & M.....	5	43-1	2	3
Marlboro.....	6	43-4	5	6
Old Gold (filter).....	7	43-7	8	9
Parliament.....	8	43-0	X	Y
Regent.....	41-1	44-1	2	3
Sano (filter).....	2	44-4	5	6
Viceroy.....	3	44-7	8	9
Vogue.....	4	44-0	X	Y
Winston.....	5	45-1	2	3
Other.....	6			
Don't know.....	7			

(FOR EACH BRAND RECORDED IN "b")

c. Do you think (brand) is a good buy for the money, or don't you think they are worth the price? (RECORD ABOVE)

IF RECORDED IN 19b ASK FOR PARLIAMENT, MARLBORO AND ONE OTHER X'd BRAND, IF ANY

d. Why do you think (Marlboros, Parliaments, other) cost more than other brands?

Marlboros:

48-

49-

Don't know.....49-Y

Parliaments:

46-

47-

Don't know.....47-Y

Other:

50-

51-

Don't know.....51-Y

1001751900

20a. Here is a list of some of the materials that are used in the filters of different brands of filter tip cigarettes. (HAND RESPONDENT GREEN CARD) Which one of these do you think would do the best job of filtering?

	a. Best	c. Worst
Activated charcoal filter	52-1	53-1
Asbestos	2	2
Cellulose acetate filter	3 (Ask b)	3 (Ask d)
Cotton	4	4
Paper filter	5	5
Purocel filter	6	6
None	7 (Skip to c)	7 (Skip to 21)
Don't know	8	8

b. Do you happen to know a brand which uses that material in its filter? (If "yes") What brand?

	b. Has best	d. Has worst
Yes:		
Du Maurier	54-1	56-1
Encore	2	2
Herbert Tareyton (filter)	3	3
Kent	4	4
L & M	5	5
Marlboro	6	6
Old Gold (filter)	7	7
Parliament	8	8
Regent	55-1	57-1
Sano (filter)	2	2
Viceroy	3	3
Vogue	4	4
Winston	5	5
Other (filter)	6	6
No	7	7
Don't know	8	8

c. Which one of the materials on the card do you think would do the worst job of filtering? (RECORD ABOVE)

d. Can you think of a brand which uses that material in its filter? (If "yes") What brand? (RECORD ABOVE)

21. Do you usually smoke a regular-size cigarette, a king-size cigarette, or one between regular and king-size?

Regular size	61-1	Long-size (vol.)	4
King-size	2	Either	5
In-between	3	Don't know	6

22. What is your occupation?

Executive and professional	62-1
Small business proprietor	2
White collar	3
Personal service and protective	4
Factory labor	5
Non-factory labor	6
Farm proprietor	7
Farm labor	8
Housewife	9
Other	0

23a. Are you married or single?

Married	63-1 (Ask b)
Single	2
Divorced	3
Widowed	4

(SKIP TO INSTRUCTION BOX TOP OF NEXT PAGE)

b. What brand of cigarettes does your (husband) (wife) smoke?

Does not smoke cigarette	64-1
Does not live with respondent (vol.)	2

Smokes:

Du Maurier	65-1	Regent	66-1
Encore	2	Sano (filter)	2
Herbert Tareyton (filter)	3	Viceroy	3
Kent	4	Vogue	4
L & M	5	Winston	5
Marlboro	6	Other filter	6
Old Gold (filter)	7	Non-filter brand	7
Parliament	8	Don't know	8

1001751901

GROUP I

BLUE SAME PRICE
(and Parliament) 67-1 (Ask 24)

BLUE 4 (and Parliament) 2 (Ask 25)

RED (and Parliament) 3 (Ask 25)

GROUP II

BLUE SAME PRICE
(and Parliament) 67-4 (Ask 24)

BLUE 2 (and Parliament) ☒ 5 (Ask 26)

BUFF (and Parliament) 6 (Ask 25)

24. Parliament is considering making some changes in the present Parliament. I'd like to give you 5 packages of the present Parliament and 5 packages of the one they are thinking of changing to. I'll call back in about a week—after you have had a chance to smoke both kinds and become familiar with them—to see which type you prefer. When would be a good time for me to call?
25. Parliament is considering making some changes in the present Parliament. I'd like to give you 5 packages of the present Parliament and 5 packages of the one they are thinking of changing to. Of course, the price varies somewhat from store to store, but present Parliaments sell for about () around here, while most brands of filter-tip cigarettes, like Winstons for example, sell for about (). These new Parliaments would sell for () Winston price plus 4¢. I'll call back in about a week after you have had a chance to smoke both kinds and become familiar with them—to see which type you prefer. When would be a good time for me to call?
26. Parliament is considering making some changes in the present Parliament. I'd like to give you 5 packages of the present Parliament and 5 packages of the one they are thinking of changing to. Of course, the price varies somewhat from store to store, but present Parliaments sell for about () around here, while most brands of filter-tip cigarettes, like Winstons for example, sell for about (). These new Parliaments would sell for () Winston price plus 2¢. I'll call back in about a week after you have had a chance to smoke both kinds and become familiar with them—to see which type you prefer. When would be a good time for me to call?

Name of Respondent: _____

Street: _____

Town: _____

Callback date: _____

Time: _____

FACTUAL

Sex:

Male 68-1 A 68-7

Female 2 B 8

C 9

D 0

Age:

18-24 68-3

25-34 4

35-49 5

50 and over 6

Race:

White 68-X

Negro Y

Interview Date (month) (day)

Interviewer's Initials: _____

1001751902

(PRICE DIFFERENT)

We are testing several different kinds of cigarettes so I'd like to check to see just which ones I gave you. I think I gave you some packages of the existing Parliaments which sell for about () around here and some of a new type which would sell for () instead of () like Winstons or Marlboros. Is that correct?

28a. How many of the cigarettes of each of the two different types have you smoked?

Present		New	
None	11-1 (Ask b)	11-6 (Ask b)	
Less than 1 pack	2	7	
1 to less than 3 packs	3	8 (Skip to 29)	
3 packs or over	4	9	
Don't know	5	0	

b. Why haven't you smoked any of (these, the) cigarettes?

Present		New	
	12-		14-
	13-		15-
Don't know	13-Y		15-Y

New		Both	
	14-		16-
	15-		17-
Don't know	15-Y		17-Y

IF SMOKED NO NEW PARLIAMENTS, TERMINATE:

29a. Leaving aside the difference in price, which of the two cigarettes do you like better?

a.		d.	
Present	18-1 (Ask b)	18-5 (Skip to 32)	
New	2 (Skip to 31)	6 (Ask e)	
No difference	3 (Skip to d)	XXXX (Skip to 32)	
Don't know	4	8	

b. Would you say you liked the present Parliaments a lot better or only a little better than the new Parliaments?

Lot better	19-1
Little better	2
Don't know	3

c. Why did you like the present Parliaments better than the new ones?

20-

21-

Don't know 21-Y

d. Now considering everything, taste, price, package and filter, which do you think you would prefer to smoke?

(RECORD ABOVE):

e. Why would you smoke those instead of the present Parliaments?

22-	(Skip to 32)
23-	

Don't know 23-Y

(PRICE SAME)

28a. How many of the cigarettes of each of the two different types have you smoked?

Present		New	
None	11-1 (Ask b)	11-6 (Ask b)	
Less than 1 pack	2	7	
1 to less than 3 packs	3	8 (Skip to 30)	
3 packs or over	4	9	
Don't know	5	0	

b. Why haven't you smoked any of (these, the) cigarettes?

Present		New	
	12-		14-
	13-		15-
Don't know	13-Y		15-Y

New		Both	
	14-		16-
	15-		17-
Don't know	15-Y		17-Y

IF SMOKED NO NEW PARLIAMENTS, TERMINATE:

30a. Everything considered, which of the two types we gave you like the best?

Present	18-1 (Ask b)
New	2 (Skip to 31)
No preference	3 (Skip to 32)
Don't know	4

b. Would you say you like the present Parliaments a lot better, or only a little better than the new Parliaments?

Lot better	19-1
Little better	2
Don't know	3

c. Why do you like the present Parliaments better than the new ones?

20-

21-

Don't know 21-Y

1001751903

31a. Would you say you like these new Parliaments a lot better or only a little better than the present Parliaments?

Lot better 19-1

Little better 2

Don't know 3

b. Why do you like these new Parliaments better than the present Parliaments?

..... 20-

..... 21-

Don't know 21-Y

ASK EVERYONE

32a. How did these new Parliaments compare to your regular brand? Would you say you liked them a lot better than your regular brand, only a little better, about the same, not quite as well or not nearly as well as your regular brand?

Lot better 24-1 } (Ask b)

Little better 2 } (Ask b)

About the same 3 } (Skip to 35)

Not quite as well 4 } (Skip to 35)

Not nearly as well 5 } (Skip to 35)

Don't know 6 (Ask b)

b. If these new Parliaments were available at (2-4) more than your present brand, do you think you would switch to them or would you continue to smoke your present regular brand?

Switch to Parliament 25-1

Continue with present 2

Don't know 3

QUESTIONS 33, 34 OMITTED ON THIS FORM.

35. What things, if any, don't you particularly like about the new Parliaments?

28-

29-

Don't know 29-Y

36. Here is a card with a list of words and phrases on it. Which of these words or phrases would you use to describe the new Parliaments? (HAND RESPONDENT YELLOW CARD)

- | | |
|---------------------------------|------|
| 1. Tastes like a real cigarette | 30-1 |
| 2. Man's cigarette | 2 |
| 3. The cleanest smoke | 3 |
| 4. High class | 4 |
| 5. Snobbish | 5 |
| 6. Poorly made | 6 |
| 7. Too expensive | 7 |
| 8. Good value for money | 8 |
| 9. Hard to draw on | 9 |
| 10. Good flavor | 0 |
| 11. Not enough taste | X |
| 12. More attractive tip | Y |
| 13. Too strong | 31-1 |
| 14. Superior quality | 2 |
| 15. Odd or peculiar taste | 3 |
| 16. Mild | 4 |
| 17. Up-to-date | 5 |
| 18. Distinctive | 6 |
| 19. Satisfying | 7 |
| 20. Easy to draw on | 8 |
| 21. Popular with women | 9 |
| 22. For me | 0 |
| 23. Not for me | X |
| None or don't know | Y |

37a. Which of the two types of Parliament did you think was better as far as taste or flavor is concerned?

Present 32-1 } (Ask b)

New 2 } (Ask b)

No difference or don't know 3 (Skip to 38)

b. Why do you think that one has the better taste or flavor?

..... 33-

..... 34-

Don't know 34-Y

38a. Just as far as appearance is concerned, which of the two do you feel has the best looking package (leaving aside the way it works)?

Present 35-1 } (Ask b)

New 2 } (Ask b)

No difference or don't know 3 (Skip to 39)

b. Why do you think that one is the best looking?

36-

37-

Don't know 37-Y

1001751904

39a. As far as the boxes themselves go, forgetting the colors and lettering, which do you like best as a package for cigarettes?

Present 38-1 } (Ask b)
New 2 }
No difference or don't know 3 (Skip to 40)

b. Why do you like that box best?

Present 39-
New 40-
No difference or don't know 40-Y

40a. Did you notice any difference in the filters in the two types of cigarettes? (If "yes") Which did you like better, or didn't it make any difference?

Yes
Present 41-1 } (Ask b)
New 2 }
Don't know but noticed difference 3 } (Skip to 41)
No-didn't notice difference 4 }

b. Why did you like that one better?

Present 42-
New 43-
Don't know 43-Y

41a. Both of these cigarettes had what they call "recessed" filters, the filter material doesn't come all the way out to the end of the cigarette. Which do you prefer, recessed filters like these, or filter tips where the filter material is cut off even with the end of the cigarette?

Recessed 44-1 (Ask b)
Even with end 2 (Skip to c)
Don't know 3 (Skip to 42)

b. Why do you like recessed filters better?

Present 45- } (Skip to 42)
New 46- }
Don't know 46-Y }

41c. Why don't you like recessed filter tips as well?

Present 45-
New 46-
Don't know 46-Y

42a. How about the length of the two cigarettes? Did you notice any difference in the length?

Yes 47-1 (Ask b)
No 2 } (Skip to 43)
Don't know 3 }

b. Which did you prefer as far as length goes?

Present 47-4
New 5
Don't know 6
43. Would you be inclined to recommend the new Parliaments to a friend?
Yes 48-1
No 2
Don't know 3

44a. (FOR THOSE NOT TOLD OF PRICE DIFFERENTIAL)

Would you expect these new Parliaments to sell for more than the present Parliaments, less than the present Parliaments or at the same price?

More 49-1 } (Ask b)
Less 2 }
Same price 3 } (Terminate)
Don't know 4 }

b. Why do you say that?

Present 50-
New 51-
Don't know 51-Y

1001751905